**Persuasive Devises**

**the words you use to change someone’s mind**

How did you convince your reader to see your point of view/ what strategies and techniques did you include e.g. modality

**Verbs** to indicate actions and feelings present tense for most of the argument

e.g. *Smoking is …, I hate…*

past tense for some evidence or past happenings

e.g. *For years, people smoked …*

future tense for suggesting solutions to problems, predictions for the future or calls for action

e.g. *We will be a healthier society if …, Society can change…*

**Emotive Adjectives and phrases** – descriptive, emphatic, feeling words that appeal to the emotions

*Wonderful, beneficial, amazing, excellent, terrible, horrible, cruel, unjust, endangered, unwise, attractive, frightening, perfect, highly recommended, practical, only course of action, sensible, the best way, useful, the only path, the obvious solution* …

**Personal voice** (first, second person) with action verbs

*I like, I think, I believe, I do not believe, I urge you, you should, shouldn’t, we should, could, must, must not, we need to, we will …*

**Formal** voice (more authoritative, more power of persuasion)

Progress writing from *I think computer games are good …* to *Computer games are good …*

**Nominalise** information – turn verbs, adverbs or clauses into nouns for more authority

Instead of *You should not pollute…* write *Pollution should be stopped … It…*

*Greedy* to *greed; violent* to *violence; cruel* to *cruelty*

**Rhetorical questions** and **thought-provoking questions** for effect

*Where do we go from here? What is the point of …?*

**Emphatic language**, **hyperbole** or **exaggeration** for effect

*We need to…, Society has no other choice, it must…, There are a countless ways to…*

**Alliteration or rhyme**, especially in the title or the last statement or sentence

*Exercise is exhilarating. Plastic will never ever go away.*

**language**, **metaphor and simile** to enhance your argument

*… is driving me up the wall, Littering is a sickness, Eating junk food is like jumping off a cliff.*

**Repetition** of words, phrases and concepts to push your point of view

*We can stop the use of illegal drugs. We will stop the use of illegal drugs.*

**Quotes or humour** that pack a punch and help your case

*‘Tomorrow is the first day of the rest of our lives’ so let’s begin right now!*

**Evidence Anecdotes, examples, facts and statistics** as evidence to enhance your argument

*Last year… , An example of this can be seen… 70% of young smokers …*

**The antithesis or opposing points of view** by contrasting the opposites

*Smokers might say that smoking is relaxing but …, Love it or hate it …, Right this wrong…*

**Ethical language Appealing for common sense** calls for fairness, ideas of right and wrong, morality and justice

*The only fair thing to do is… We have a moral obligation to…*